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- ☐ 4.   Web nets the masses; *Tom Maguire*; **American Demographics**, Ithaca; Dec 1998; Vol. 20, Iss. 12; pg. 18, 3 pgs
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- ☐ 9.   Marketers want solid data on value of Internet ad buys; *Kim Cleland*; **Advertising Age**, Chicago; Aug 3, 1998; Vol. 69, Iss. 31; Midwest region edition; pg. S18, 1 pgs
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- ☐ 13.   The New Ratings Game; For all the techno-savvy out there, measuring traffic on the Web remains a very inexact science; Heather Green in New York; **Business Week**, New York; April 27, 1998, Iss. 3575; Industrial/technology edition; pg. 73
- ☐ 14.   Web ratings lists make or break some ad deals; Kate Maddox; **Advertising Age**, Chicago; Apr 13, 1998; Vol. 69, Iss. 15; Midwest region edition; pg. 26, 2 pgs
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- ☐ 17.   NetRatings debuts Web planning service; Kate Maddox; **Advertising Age**, Chicago; Mar 30, 1998; Vol. 69, Iss. 13; Midwest region edition; pg. 40, 2 pgs
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